

Message Text

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PAGE 01 BERN 00534 020841Z
ACTION EUR-12

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-----001313 022323Z /64

R 020700Z FEB 78
FM AMEMBASSY BERN
TO USDOC WASHDC
INFO SECSTATE WASHDC 5700
AMCONSUL ZURICH POUCH

UNCLAS BERN 534

USDOC FOR WILLIAM DONAHOE BED/OED/EID

EO 11652: NA
TAGS: BEXP SZ
SUBJ: PROPOSED EXPORTER/AGENT INFORMATION SYSTEM (E/AIS)

REF: STATE A-0085; 77 STATE A-5335

1. BERN WOULD LIKE TO RECEIVE ONE OF THE INITIAL E/AIS
UNITS TO BE INSTALLED OVERSEAS, AND IF BIC BUDGET
CONSIDERATIONS PERMIT, ZURICH ALSO WOULD LIKE TO RECEIVE A
UNIT. HOWEVER, IF ONLY ONE UNIT AVAILABLE INITIALLY FOR
SWITZERLAND, ZURICH CONCURS IT SHOULD BE PLACED IN BERN.

2. BOTH BERN AND ZURICH HAVE SPACE AVAILABLE FOR UNIT
INSTALLATION. FULL-TIME BERN COMMERCIAL LIBRARIAN WOULD
HAVE PRIMARY RESPONSIBILITY TO ASSIST VISITORS WITH MACHINE.
IN ZURICH, THERE IS SOME QUESTION OF PERSONNEL RESOURCES.
DEPENDING UPON EXTENT POPULARITY AND EFFECTIVENESS,
PRESENCE OF UNIT COULD GREATLY INCREASE NUMBER OF VISITORS,
REQUIRE MORE PERSONAL ATTENTION PER VISITOR, OR OTHERWISE
INCREASE DEMAND FOR REACTIVE SERVICES. ZURICH HAS ONE
COMMERCIAL OFFICER, ONE COMMERCIAL SEPCIALIST, AND ONE PART-
TIME COMMERCIAL LIBRARIAN. AVAILABILITY OF UNIT IN BOTH
BERN AND ZURICH WOULD PERMIT MORE EFFECTIVE USE OF
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RESOURCES AT BOTH POSTS BY REDUCING WORKLOAD IN PRESENT
RESEARCH AND INFORMATIONAL ACTIVITIES.

3. LOCAL BUSINESS COMMUNITY IN BOTH BERN AND ZURICH WOULD
HAVE FREE ACCESS TO UNITS. EMBASSY BERN IS 8 MINUTES BY
BUS FROM COMMERCIAL CENTER, AND CONS GEN IS 20 MINUTES
BY STREETCAR FROM COMMERCIAL CENTER. COMMERCIAL LIBRARY

USAGE IN LAST 12 MONTHS APPROXIMATELY A) 40/MONTH PERSONAL VISITS IN BERN, 100/MONTH PERSONAL VISITS IN ZURICH; B) 80/MONTH LETTERS IN BERN, 100/MONTH LETTERS IN ZURICH; AND C) 200/MONTH TELEPHONE CALLS EACH IN BERN AND ZURICH.

4. IN BERN AREA EMBASSY IS ONLY SOURCE OF THIS KIND OF INFO. IN ZURICH, LIBRARY OF SWISS-AMERICAN CHAMBER OF COMMERCE IN CENTER OF COMMERCIAL DISTRICT PRESENTLY HAS MORE EXTENSIVE RESOURCES THAN CONSULATE GEN LIBRARY.

5. QUESTION OF INSTALLATION OF UNIT IN COUNTRY ADJACENT TO SWITZERLAND IS NOT APPLICABLE.

6. BOTH BERN AND ZURICH WISH TO RECEIVE INDEX OF VENDORS AND INDEX OF PRODUCTS SHOULD EITHER SITE NOT RECEIVE ONE OF UNITS.

7. COMMENT: MOST SERIOUS TRADE OPPORTUNITIES IN BOTH ZURICH AND BERN ARE RECEIVED BY LETTER OR TELEPHONE. MAJORITY ARE SERVICED IN BERN. WE BELIEVE THAT AN E/AIS UNIT WOULD BE USED MORE BY OUR 3 COMMERCIAL SPECIALISTS THAN BY VISITORS TO COMMERCIAL LIBRARY. MANY LETTER AND PHONE INQUIRIES WHICH CURRENTLY LEAD TO TELEGRAPHIC TRADE OPPORTUNITIES COULD PRESUMABLY BE ANSWERED QUICKLY AND ON SPOT WITH INFO RETRIEVED FROM E/AIS. WE RECOMMEND STRONGLY THAT UNIT BE EQUIPPED WITH COPIER TO PERMIT
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MAILING DATA DIRECTLY TO NON-WALK-IN POTENTIAL BUYERS.

8. WE WOULD LIKE TO COMMEND COMMERCE FOR THIS INITIATIVE. WE BELIEVE THAT IF COMMERCE IS SUCCESSFUL IN RECRUITING SUBSCRIPTIONS FROM HIGH PROPORTION OF EXPORT-ORIENTED FIRMS IN TARGET INDUSTRIES, OUR EXPORT PROMOTION EFFECTIVENESS CAN BE ENHANCED TREMENDOUSLY.

9. CONGEN ZURICH CONCURS.
WARNER

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